

Client: NRSC 2012
 Product:
 Campaign: TV: 10/10-10/16/12

Station Order

Strategic Media Services, Inc
 3299 K Street, NW
 Washington, DC 20007
 202-337-5700

Rev #: 0
 Flight From: 10/10/2012 to 10/16/2012

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Stephen Szostak
 Sweeps: Share Nov 2011 -> HUT/PUT Nov 11

Market: WASHINGTON, DC (HAGRSTWN)
 Station: WJLA
 Station Contact: Barbara Monares

Actg. Order No.: 2512
 WS Order No.: 68704
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross		Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	Oct 15	Oct 16	Total Spots	
				Rate/ Total										
1	MTWRF-- 05:00A-06:00A	EM 30	GOOD-WSH 5.00A	\$500.00 \$2,500.00		1	1	1				1	1	5
2	MTWRF-- 06:00A-07:00A	EM 30	GOOD-WASH 600A	\$900.00 \$4,500.00		1	1	1				1	1	5
3	MTWRF-- 07:00A-09:00A	EM 30	GD MRN AMR-ABC	\$1,200.00 \$6,000.00		1	1	1				1	1	5
4	MTWRF-- 04:30A-05:00A	EM 30	GOOD WASH 430A	\$150.00 \$750.00		1	1	1				1	1	5
5	—S- 07:00A-08:00A	EM 30	GD MRN-SAT-ABC	\$500.00 \$500.00					1					1
6	—Su 07:00A-07:30A	EM 30	WALL ST JRNAL	\$150.00 \$150.00						1				1
7	—Su 10:00A-11:00A	EM 30	THIS WEEK-ABC	\$18,000.00 \$18,000.00						1				1
8	MTWRF-- 09:00A-10:00A	DT 30	REGIS&KELLY	\$600.00 \$3,000.00		1	1	1				1	1	5
9	MTWRF-- 10:00A-11:00A	DT 30	RACHAEL RAY	\$500.00 \$2,500.00		1	1	1				1	1	5
10	MTWRF-- 11:00A-12:00P	DT 30	VIEW-ABC	\$1,200.00 \$6,000.00		1	1	1				1	1	5
11	MTWRF-- 12:00P-12:30P	DT 30	ABC7 NWS AT 12	\$1,000.00 \$5,000.00		1	1	1				1	1	5
12	MTWRF-- 12:30P-01:00P	DT 30	MILLIONAIRE	\$550.00 \$2,750.00		1	1	1				1	1	5
13	MTWRF-- 01:00P-02:00P	DT 30	CHEW-ABC	\$700.00 \$2,800.00		1		1				1	1	4
14	MTWRF-- 02:00P-03:00P	EF 30	REVOLUTION	\$700.00 \$1,400.00			1					1		2
15	MTWRF-- 03:00P-04:00P	EF 30	ANDERSON	\$1,000.00 \$8,000.00		2	1	2				1	2	8
16	MTWRF-- 04:00P-05:00P	EF 30	KATIE	\$1,200.00 \$8,400.00		1	2	1				2	1	7
17	—S- 04:00P-06:00P	SP 30	ESPN SPTS SAT	\$750.00 \$750.00					1					1
18	MTWRF-- 05:00P-06:00P	EF 30	ABC7 NWS AT 5	\$1,200.00 \$12,000.00		2	2	2				2	2	10
19	MTWRF-- 06:00P-06:30P	EN 30	ABC7 NWS AT 6	\$1,500.00 \$7,500.00		1	1	1				1	1	5
20	MTWRF-- 06:27P-06:30P	EN 30	WORLD NEWS I	\$3,000.00 \$9,000.00		1		1				1		3
21	MTWRF-- 06:57P-07:00P	EN 30	WORLD NEWS II	\$4,000.00 \$12,000.00			1					1	1	3
22	—SSu 06:00P-07:00P	EN 30	NEWS WEEKEND	\$1,200.00 \$1,200.00						1				1
23	MTWRF-- 07:00P-07:30P	PA 30	WHEEL-FORTUNE	\$3,000.00 \$15,000.00		1	1	1				1	1	5
24	MTWRF--	PA	JEOPARDY	\$4,000.00		1	1	1				1	1	5

Advertiser: NRSC 2012
Campaign: TV: 10/10-10/16/12

Station Order
WASHINGTON, DC (HAGRSTWN) - TV

Station: WJLA

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross								Total Spots	
				Rate/ Total	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	Oct 15	Oct 16		
25	07:30P-08:00P —S-	30 PA	WHEEL-FORTNE W	\$20,000.00 \$1,200.00				1				1	
26	07:00P-07:30P —S-	30 PA	JEOPARDY-WKND	\$1,200.00 \$1,200.00				1				1	
27	07:30P-08:00P M—	30 PT	DANCING STARS	\$14,000.00 \$14,000.00						1		1	
28	08:00P-10:00P —T—	30 PT	DANC-RESLT-ABC	\$14,000.00 \$14,000.00							1	1	
29	09:00P-10:00P —R—	30 PT	PRIMETIME THUR	\$12,000.00 \$12,000.00		1						1	
30	10:00P-11:00P ---F--	30 PT	20/20-FRI-ABC	\$6,000.00 \$6,000.00			1					1	
31	10:00P-11:00P —S-	30 SP	ABC COL FOOTBL	\$5,000.00 \$5,000.00				1				1	
32	03:30P-07:00P MTWRF--	30 LN	ABC7 NWS AT 11	\$2,200.00 \$11,000.00	1	1	1			1	1	5	
33	11:00P-11:30P MTWRF--	30 LF	ABC-NITELINE	\$1,200.00 \$2,400.00		1				1		2	
34	11:30P-12:00A —Su	30 LN	ABC7 NWS SUN	\$1,500.00 \$1,500.00					1			1	
					\$218,000.00	20	22	21	5	4	23	22	117

Month	Station Gross	
	Spots	Dollars
Oct	117	\$218,000.00
	117	\$218,000.00

By: _____